Advancing Community Engaged Research
An Academic Point of View

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WE MUST RESTORE BALANCE TO THE COMMUNITY ACADEMIC PARTNERSHIP

Ahmed, SM, Medical College of Wisconsin, 2010
COMMUNITY ENGAGED RESEARCH (CEnR)

- CEnR is a core element of any research effort involving communities. It requires academic members to become part of the community and community members to become part of the research team, thereby creating a unique working and learning environment before, during, and after the research.

Rationale

PARTNERSHIP

"You give me half the fish, and I'll tell my mom to let you live."
RATIONALE FOR CEnR

- Shortcomings of “Traditional” research approaches:
  - 98% of Americans receive their health care outside of academic medical centers
- Interest in the contextual factor (e.g. social, economical, cultural, environmental, etc.)
- Demand for elimination health disparities ➔ Potent alternative to “outside expert” driven research
- Incorporation of local knowledge which overcome “community distrust” of academic research
- Enhance the relevance and use of the research data by all partners

Ahmed, SM, Medical College of Wisconsin, 2010
“Zipcode is more important than genetic code”

- Robert W. Johnson Foundation
Challenges

The cat made this look easy!
**CHALLENGES: NATIONAL**

- **Philosophical**
  - Slow evolution of CEnR
  - Resistance to new concepts
  - Questions of legitimacy as a research paradigm
  - Questions of lack of data on effectiveness of CEnR

- **Practical**
  - Lack of leadership
  - Lack of funding
CHALLENGES: Institutional

- Philosophical
  - “Novel” idea
  - Missing “boat” vs. Jumping on “bandwagon”

- Practical
  - Lack of leadership
  - Lack of faculty with CEnR expertise
  - Lack of infrastructure support
  - Faculty development issues
  - IRB issues

Ahmed, SM, Medical College of Wisconsin, 2010
**Challenges: Individual**

- Philosophical
  - Skepticism

- Practical
  - Lack of education/training
  - Lack of role model
  - Promotion & tenure issues
  - Lack of support: departmental & institutional
  - Considerable investment of time and energy to build and sustain relationship

Ahmed, SM, Medical College of Wisconsin, 2010
“Community- academic partnerships are made in heaven. But, so are thunder and lightning.”
BREAKDOWN OF ACADEMICS WITH POTENTIAL TO DO CEnR

15% 15%

Target 70%

No CEnR  A  B  C  D  Yes CEnR

15% 15%

Key Attributes of Successful CE Partnership

- Community Involvement
- Collaboration
- Capacity Building
- Communication
- Clarity
Need for Strategies
Strategies to Advance CE in Academia:

1. Strategic Planning
2. Leadership
3. Change culture
4. Training/education
5. Facilitators
6. Mentoring
7. Logistics
Advancing Community Engaged Research

A Community Point of View
Kathleen Pritchard, PhD
Spring, 2016
FINDING BALANCE
Building the Bridge
CHALLENGES: NATIONAL

- Funding/philosophy drive change
  - Collective Impact--partnership
  - RWJ, Casey, EBP, Independent Sector

- Lack of understanding/ evidence of benefits

- Lack of recognition of bi-directional benefits of CEnR

- Lack of incorporation of Asset Based Model
Attitude is everything.

“If you have come to help me, you are wasting your time, but if you have come because your liberation is bound up with mine, then let us work together.”

– Lila Watson
CHALLENGES: ORGANIZATIONAL

- Service is priority
- Research as distraction
- Organizations influenced by Board, Exec, Funders
  - Need more academic presence on boards
  - No network of execs successfully engaged
  - No network of staff successfully engaged
- Lack of infrastructure support
- No clear path (bridge) to connection
- Culture and World View
Authentic Engagement

Nothing about us without us
CHALLENGES: INDIVIDUAL

- Skepticism - what is the payoff?
- Lack of
  - Familiarity with the system
  - Support from board -- encouraging collaboration
  - Support from staff -- seeing benefits
  - Support from clients -- eliminating barriers
  - Reward system
What We Need to Advance Partnership?

- Authentic engagement
- Shared goals
- Mutual benefit
- Time
- Trust
- Translation
- Practical evidence that the extra work is worth it.
Key Lessons

- Be proximate
- Come to listen
- Come to learn
- Come as an individual
- Eliminate barriers—
  - time, transportation, child care, stipends, certificates
- Honor community teachings and relationships
- Build on assets
COMMON GOAL

When "I" becomes "We", Illness becomes Wellness

#U+N2014
Questions???

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